

NEW SERVICE PLAN OF FORD CO. OPENS AGENCY STATIONS

Nine Additional Motor Concerns
in Washington Also Result
of Policy.

BACKED BY PARENT COMPANY

Sales Direct Will Be Discouraged
by Home Office—Demon-
strator Cars Arrive.

The new sales and service plan just inaugurated by the Ford Motor Company will be responsible for the erection of at least four modern fireproof garages and service stations in Washington within the next few months. It is also responsible for the birth of nine additional automobile concerns here.

In future all prospective purchasers of the Ford car will be directed to the special limited agency in their particular section of the city by the Ford Motor Company's local branch house. Sales direct will be discouraged where the home company is concerned.

Each of the new agencies will have the active backing of the parent company. They will operate independently of each other, but under the general supervision of the Ford Company. The sales managers of each of the nine limited agencies were actively connected with the sales department of the Ford Company's Washington branch, and are widely known among Washington motorists.

Particularly those who own Ford cars. Demonstrator cars were delivered to the agencies two weeks ago.

There are seven agencies in Washington, one in the northwest quarter, and one in the southeast section. While several of them are having new service stations erected, all are equipped to give service immediately.

Fourteenth and Irving Northwest.
The Columbia Auto Supply Company will handle the business.

Charles Sonne will have charge of both sales and service at the agency at Fourteenth and Irving streets northwest. Associated with him will be R. P. Rocca, formerly of the sales department of the Ford Motor Company; C. M. Marney and R. L. Senne, for some time connected with the sales department of the Columbia Auto Supply Company. E. H. Meyers will supervise the service department.

The entire building at Fourteenth and Irving streets has been remodeled, and will be used by the sales department with temporary service station in connection. Contract has already been let, and work begun on what is to be one of the most modern automobile service stations in Washington. It will be devoted exclusively to Ford service.

1407 H Street Northwest.
The Hill and Tibbitts agency at 1407 H street northwest, was the first limited sales agency opened in Washington. Situated in the heart of the downtown section of the city, it is probably the best known Ford sales room to business men.

William G. Hill and R. D. Tibbitts, of late years with the Ford Motor Company's local branch, will devote themselves exclusively to the sales department.

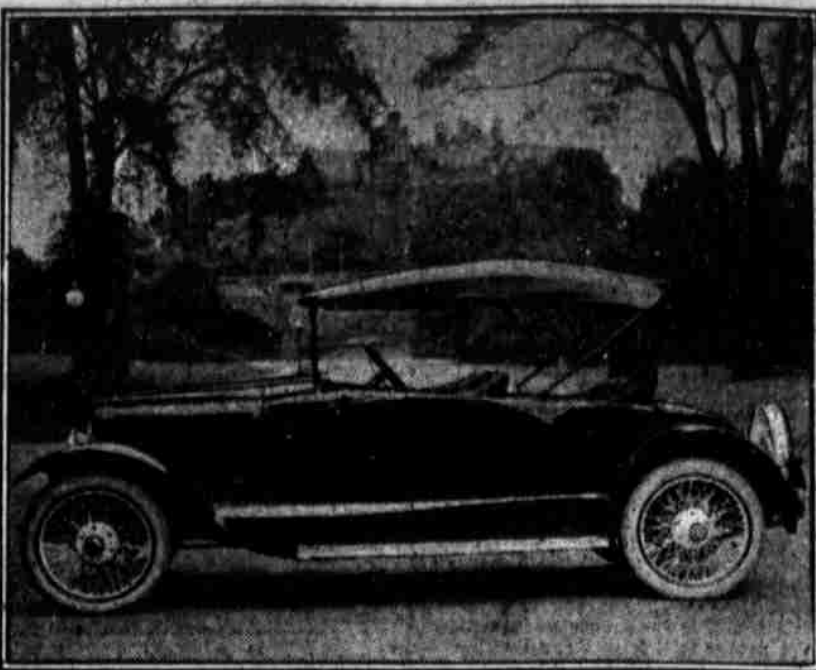
Charles Jacobs, well known among local motorists through his former connection with the Ford Motor Company, in its service department, will have charge of this most important branch of the new concern.

The building at 1407 H street is being used—the lower floor as sales rooms, the two above for service.

1220 Connecticut Avenue.
Taking advantage of their location at 1220 Connecticut avenue, on Washington's fashionable "Motor Row," the men behind the Universal Auto Company have been energetic in the sale of Ford sedans and coupes to be used as town cars for shopping.

Their sales and service departments are in charge of men long associated with the Ford Motor Company.

CLOVERLEAF ROADSTER



New Four-Passenger "Twelve" of the H. A. Lozier Line. This Is One of the Most Striking of the '17 Models.

with the automobile industry here, and particularly with the Ford. Harry M. Bralove is manager of the service department; Harry C. Specter, sales manager, and John B. Pettis, business manager.

The fireproof building, capable of accommodating all Ford service, has been opened for service use. The lower floor is given over to sales rooms. "A policy along the lines of the Ford Motor Company," is the way Bralove yesterday described the plans for the new concern.

Thirty-first and M Streets.
The Parkway Motor Company, the only agency so far appointed in Georgetown, is also well equipped. The sales rooms at Thirty-first and M streets connect in the back with the service station, fronting on Wisconsin avenue.

The building formerly occupied by the Parkway Motor Company has been given over to the service department for Ford cars. It has a capacity of more than seventy-five cars, and is easily accessible from two streets.

Yeale & Simpson, proprietors of the old Parkway Motor Company for years at the same address, also head the new sales agency. William G. Hyatt, late of the Ford Company, has been made sales manager. Associated with him in this department are E. L. Simpson and S. J. Gardner.

2129 Fourteenth Street.
The Taylor Sales Company, at 2129 Fourteenth street northwest, is the only Ford agency on lower Fourteenth street.

The firm has been in business at this address for a long while. C. L. Ruppert, formerly of the Ford Motor Company, has been made sales manager, and will have complete charge of this department. R. Taylor, Jr., will personally supervise all service orders.

Extensive alterations are already under way on the three-story building. Ample arrangements for service have been made, and a mechanical force is ready for all orders.

1429 L Street Northwest.
Oscar H. Robey, and C. R. Mangum, two of the best known and most popular men connected with the Ford industry in Washington are sponsors for the agency at 1429 L street northwest.

Both were formerly with the Ford Company's local branch, Robey in the sales, and Mangum in the service department.

Their three-story building on L street will easily accommodate more than 100 cars. Room in excess of 5,000 square feet is at their disposal for sales and service.

"We want to sell cars, but to us service is more important than the sale," was the way Mangum summed up his policy yesterday. They report sales of more than seventy-five cars since their opening, ten days ago. Deliveries will be made next week, in all probability. Robey-Mangum are reported to have placed the largest single agency order for the new cars of any Washington agency.

William Tancred, for more than twelve years the shop foreman for Miller Brothers when the latter were Washington Ford dealers, has been placed in charge of the service department.

456 Pennsylvania Avenue Northwest.
Occupying probably the largest quarters of any limited sales agency in Washington, the Avenue Sales Com-

pany, at 456 Pennsylvania avenue northwest, will open its sales and service departments to the public on Monday.

M. B. French will handle both sales and service. Associated with him in both departments is A. J. Hummer. Men have had long experience in Washington automobile work.

The three-story building on Pennsylvania avenue is taken up by the sales room on the ground floor. On the upper floors a complete automobile painting and upholstery plant has been installed. Besides the regular service rendered Ford owners may have cars refinished by the same concern. It is the only plant of this nature being run in connection with a Ford agency in the city.

209 Pennsylvania Avenue Southeast.
The only Ford agency in the Southeast section will be at 209 Pennsylvania avenue southeast temporarily. It was the last one to be appointed, and will be ready for business on Monday.

James A. Donohoe and W. J. Howard are the officers of the concern. Howard was formerly of the Ford Motor Company. The temporary location of the concern is 209 Pennsylvania avenue southeast.

A full announcement of the company's plans will be made later.

141 Twelfth Street Northeast.
Only one agency was given by the Ford Company in the northeast section of the city. Steuart's garage, at 141 Twelfth street northeast.

By Monday, or Tuesday at the latest, the extensive alterations and improvements begun on their building the first of last week will have been completed, and the firm settled down to hard work on sales and service. Guy T. Steuart, L. P. Steuart and A. J. Hendricks constitute the firm. Hendricks was with the Ford Motor Company for some time prior to his present connection.

Later in the year further improvements, and an enlargement of their plant are planned. For the present their service station is more than ample for any amount of work which may be required.

Concert Today

By the U. S. Marine Band, at the White House, at 4:30 P. M.

WILLIAM H. SANTELMANN, Leader.

March, "Uncle Sam's Favorite," H. D. O'Neill (Dedicated to the United States Marine Band.)

Overture, "Tannhauser," Wagner
Pavane, "Gottschalk," Gottschalk
Grand scenes from "Hansel and Gretel," Humperdinck
Waltz, "Gipsy and Silver," Lehár
Two movements from Symphony "New World," Dvorak
(a) Largo, (b) Scherzo.
Patrol, "Marching Through Georgia," Sousa
Slavonic Rhapsody, Friedemann
"The Star-Spangled Banner."

PARK VIEW PLANS BIG SCHOOL CELEBRATION

Four-Day Fete to Be Held to
Mark Opening of New
Building.

A four-day celebration to be held by the Park View Citizens' Association from October 16 to 20, will mark the opening of the Park View graded school, which school officials assert is one of the most modern of its kind.

Built at Newton and Warder streets, the school has an ideal location. The front or east side of the school overlooks the Soldiers' Home, while the western front faces the woods of Maryland.

A movement is under way by the citizens of the neighborhood to have Congress purchase an additional plot to the north of the school to add to the school grounds. This would give an opportunity for open-air work.

There are seventeen rooms in the two wings of the building. A room is devoted to every class from kindergarten to the Eighth grade. An assembly hall, with a seating capacity of 600 is a feature of the building.

The assembly hall, with its Gothic style of architecture is undoubtedly one of the most beautiful in the school system, said Ernest L. Thurston, superintendent of schools.

Building Fireproof.
The entire building is practically fireproof, with its floors of cement and stairways of iron. Modern furniture and equipment has been installed throughout. This is especially true of the manual training shop for boys and the domestic arts and science rooms for girls.

The Park View School will be a manual training center for all the schools in the immediate vicinity. Each class will have about fifteen pupils. Although there is at present no equipped gymnasium, plans are being considered whereby the basement of the school can be converted into places of physical training for both girls and boys.

800 Pupils Expected.
The eighteen teachers in the building will teach about 800 pupils in the different classes.

The new school is the first known graded school to have so many modern improvements in the heating system. The fan system of ventilation is installed, and the radiators all have an adjustable back by which any desired temperature may be obtained and kept.

"Because it is believed that green is less tiring to the eye than black, the 'blackboards' are of the former color."

**\$600 FUND RAISED
BY PENSION MOVIES**

Interior Department Men End Soldiers' Relief Work.

Tonight will mark the passing of the Pension Office "movie." These picture shows have been given every night for the benefit of the families of members of the District national guard, and have been successful in raising more than \$600 for the work of relief. The money has already been distributed among the needy.

E. J. Ayers, chief clerk of the Interior Department, assisted by D. Neumann and other members of the Home Club, directed the performances. The films shown were donated by several of the exchanges in the city, and included Metropolitan, Paramount, V. L. S. E. World, Mutual, Kline, Pathe, General Washington, and Unicorn releases.

MOROSCO ACQUIRES NEW YORK THEATER

Will Send All New Productions
Here Before Taking Them
to Own House.

NEW YORK, Sept. 15.—After many years of planning and several months of negotiations, Oscar Morosco has finally joined the ranks of New York Theater owners. This fact was revealed yesterday when it became known that he had leased, for a long term of years, from Lee and J. J. Shubert the site and theater which they are building on West Forty-fifth street, directly across from the Astor Hotel.

The new playhouse will be known as the Morosco Theater, and will be fully equipped for every phase of play production.

The Morosco Theater will have a seating capacity that will make it available for either musical comedy or dramatic productions. Mr. Morosco now plans to open the new house about January 1 with his latest musical success, "Canary Cottage," now playing in San Francisco.

The theater will be finished, it is estimated, by the latter part of December, and in readiness for its public opening on the New Year. The acquisition of the local property is the first definite substantiation of the rumor of a few months ago that this manager intended to establish a Morosco theater in the six important theatrical cities in America.

This theater will form the local headquarters for the Morosco firm. The new house will be under the personal direction of Mr. Morosco and with its completion he will divide his time between New York and the Pacific coast, spending his springs and summer in the West producing new plays in Los Angeles and San Francisco theaters and presenting them in New York in the fall and winter.

The importance of this announcement to Washington playgoers is that Mr. Morosco will send all of his new productions to the National Capital prior to their opening at his own theater in New York.

Close on the heels of the completion of the local deal comes the news that a new Morosco theater will shortly be erected in the Loop district in Chicago. Mr. Morosco has also negotiated for a site for a theater in Boston, where a third house probably will go up before another year.

The first production of the current New York season will be "Up Stairs and Down," a new comedy by Fredric and Fanny Hill, which is to have its first production in Washington. It will be closely followed by his new musical play, "So Long Letty," which comes into the local Shubert Theater on October 9. In Washington October 23, Mr. Morosco will make the first presentation of Owen Davis' new comedy "Mile-a-Minute-Kendall." This is scheduled to come into New York immediately after which Mr. Morosco will present Maude Fulton's play, "The Brat," which in turn will be followed by "Canary Cottage," at present scheduled to open the new Morosco Theater.

Would March to Senate.
COLUMBUS, Ohio, Sept. 15.—Jacob S. Coxey, of Massillon, Ohio, who more than twenty years ago led "Coxey's army" of unemployed on a long march to Washington, filed papers with the Secretary of State today as an independent candidate for United States Senator. He is the only independent candidate for office on the Ohio ticket.

Says Jersey "Skeeters" Don't Bite Jerseyites

NEW YORK, Sept. 15.—New Jersey mosquitoes do not bite New Yorkers, but New York mosquitoes do bite Jerseyites, according to Dr. Haven Emerson, health commissioner, who adds that if any one in the city suffers from mosquito bites he should not direct his impression toward New Jersey, but look into his own or his neighbor's back yard for a breeding place. Dr. Emerson made this statement before an anti-mosquito army which gathered for luncheon today in Newark after a tour of inspection of New Jersey's one-time famous mosquito-breeding places—the meadows and the Passaic river.

THE HAYNES America's Greatest "Light Six" \$14.80

or only .0015 per mile, was the cost of completely overhauling a Haynes "Light Six" after it had completed a tour of 9312 miles over western United States.

Two Models—Three Body Styles

Model 36—America's Greatest "Light Six"—5-passenger Touring Car, 121-inch wheelbase..... \$1485
Model 36—The Prettiest Roadster in America—4-passenger Sociable Roadster..... \$1585
Model 37—The "Light Six"—7-passenger Touring Car, 127-inch wheelbase..... \$1585

Phone for a Demonstration.

HAYNES MOTOR CO.,
1529 M Street N. W.

Sales and Service Station

North 331

THE HAYNES AUTOMOBILE COMPANY, KOKOMO, INDIANA

You CAN'T Be a Headlight Hog with a Dakin Headlight Dimmer Take No Chances

Equip your car with this simple, safe, and inexpensive dimmer. All the light and none of the glare.

25c to 50c the Pair

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Supply Co.
1328 N. Y.
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Rudolph &
West,
1332 N. Y.
Ave.



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13th & H Sts.
Union
Garage,
G Street
Near 6th

The Dakin Company, 739 13th St.

Crow Motor Sales Co.

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New York Washington Havana, Cuba

This is the Washington headquarters for the world's best popular priced cars. You'll always find us ready and willing to give you every assistance possible in the choice of the car best adapted to your requirements.

IT'S HERE! The New H. A. L. (Lozier) 12 Shamrock Price \$2,350

For sheer beauty of line and for mechanical perfection, this is the car of your ideals. It is truly "luxury on wheels."

It was planned by master designers and its construction has disproved the old fallacy that weight, and weight only, could insure comfort.

Let us have the opportunity of demonstrating to your satisfaction that this is the car for which you have been looking.

H. A. L. Limousine and Sedan models will be on display October 15.



The New CASE Forty

Born and bred in the midst of CASE ideals, it looms forth as a car that is bound to carry the CASE standard higher and higher.

Mechanically perfect, beautiful and commodious, it is an aristocrat in appearance, yet sells for only

\$1,190



A car that's smart, stylish, and beautiful—a car that has proven its worth by the most severe tests a car could undergo. A medium weight, six-cylinder, powerful, economical car for five passengers.

Model 6-36

\$1,095

(Two Passenger Roadster—Same Price)

CROW Roadster

The machine destined for ultimate survival because of its many enduring qualities. It truly represents the most for your money in a magnificent Four.

\$845

including extra wire wheel.

Washington Representative for the STUTZ

AGENTS—Good Territories Open in Maryland and Virginia

Watch For Announcement of Baltimore Showrooms



A Policy of Insurance

The success of the Ford Motor Company is built upon the square deal.

This organization reflects the same principle. Fairness, Honesty and our future Reputation is the main theme in our business dealings.

And the element of personal consideration will be always present.

It is as though a contract were made around the written expression, "Here is my hand on it."

Honesty is our ambition. Make us prove our ideal.



Special Limited Ford Agency.
1220 Connecticut Avenue. Phone N. 176.